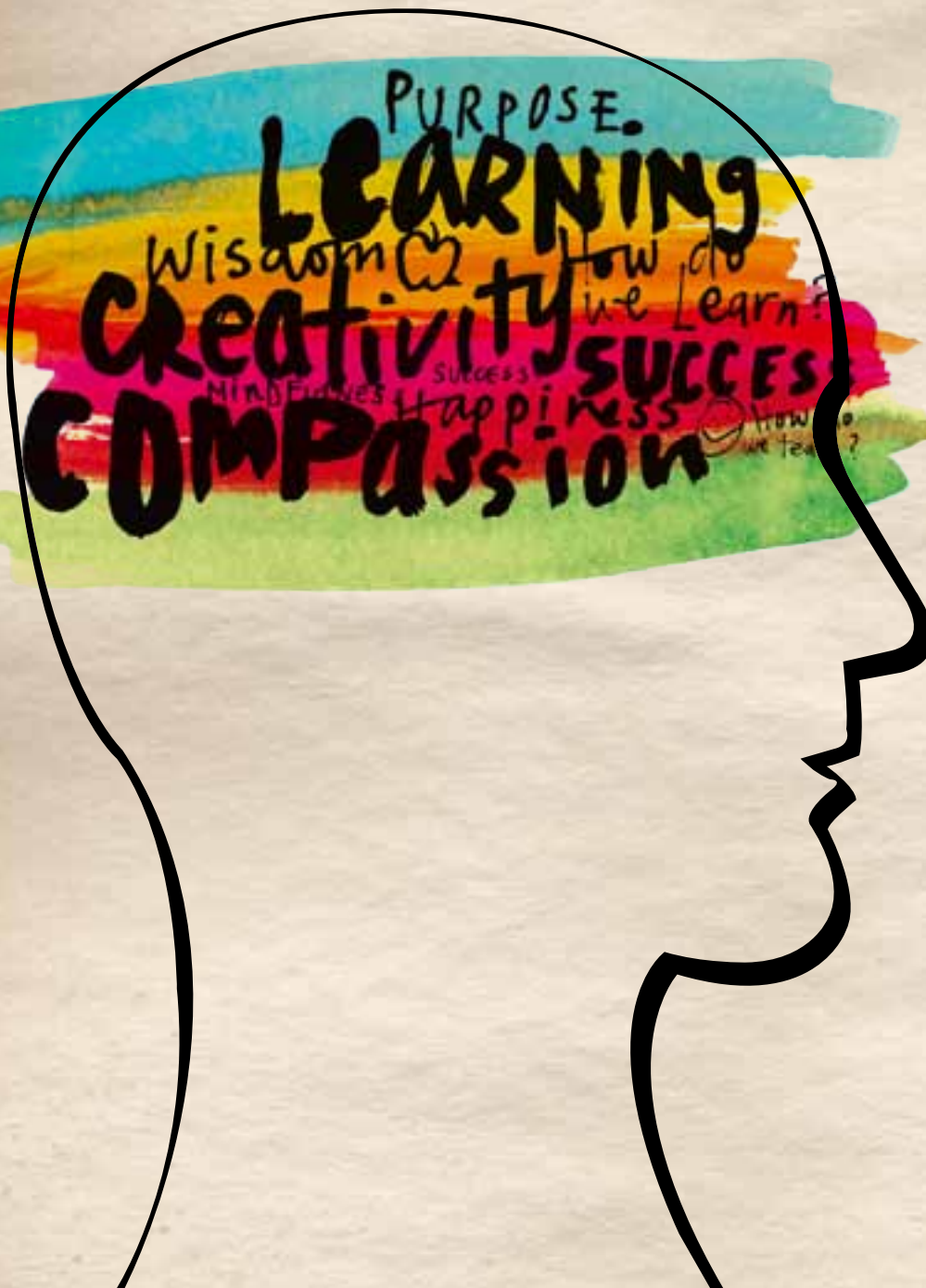


# mind& ITS POTENTIAL

7-8 November 2011  
Sydney Convention &  
Exhibition Centre

BOOK EARLY!  
The earlier you book  
the more you save!

Explore the amazing potential of your mind!



Tony Buzan  
INVENTOR OF MIND MAPPING



Dr Edward de Bono  
CREATIVE THINKING GURU



Barmess Susan Greenfield  
NEUROSCIENTIST EXTRAORDINAIRE



Dr Jeffery "BRAIN LOCK" Schwartz

[www.mindanditspotential.com.au](http://www.mindanditspotential.com.au)

# Change your mind:

# change your brain

The mind is the latest frontier of human discovery. Find out how our new understanding of the way the brain works is revolutionising approaches to learning, creativity and personal development.

How do we learn? How should we teach? How do we overcome adversity and disability? How should we live our lives? Join world leaders in science, education, psychology, and the arts in exploring these profound questions at *Mind & Its Potential 2011*.

## Bringing together the best and brightest minds from Australia and internationally

An amazing faculty of 40 speakers including creativity guru **Dr Edward de Bono**, inventor of Mind Mapping **Tony Buzan** and leading UK neuroscientist **Baroness Susan Greenfield**.



## Get the inside word on making your brain work for you

World leader in neuroplasticity research and creator of groundbreaking treatments for Obsessive Compulsive Disorder, **Dr Jeffrey M Schwartz**, takes us through a step by step method to free ourselves from negative thinking.



## Explore your potential for personal development

Learn proven techniques for developing compassion, joy and equanimity in life with inspiring Buddhist nun **Ven Robina Courtin**, innovative educator **Pam Cayton** and positive psychology coach **Dr Suzy Green**.



## Be inspired by personal stories of passion and mastery

Enjoy the fascinating conversation between celebrated master chef **Matt Moran** and Australia's leading concert pianist **Simon Tedeschi** on what it takes to achieve mastery in life.



## An amazing learning experience

Attend an in-depth workshop on the art and science of learning with education and the brain expert **Dr Mary Helen Immordino-Yang** and learn how to improve focus and productivity at work with Director of The Potential Project, **Rasmus Hourgaard**.

## A vibrant and stimulating conference experience with 1,000+ delegates

Be part of the world's largest forum exploring the extraordinary potential of the human mind. The action packed program is designed to suit professionals, individuals and organisational teams.



# Extraordinary speake

## Leading international speakers

Hear from the world's best creative and scientific thinkers on how to maximise thinking skills and cultivate your potential throughout life.



**Ven Robina Courtin**  
Founder, **Liberation Prison Project, Australia & USA**



**Rasmus Hougaard**  
Director and Senior Trainer, **The Potential Project, Denmark**



**Frederick Marx, USA**  
Academy Award nominated filmmaker, *Hoop Dreams* and *Journey to Zanskar*



**Dr Baljinder Sahdra**  
a social psychologist conducting postdoctoral research at the Department of Psychology, Center for Mind and Brain, **University of California, Davis, USA**



**Pam Cayton**  
Founder, **Tara Redwood School, Santa Cruz, California, USA**

## Inspiring personal stories

Be uplifted and inspired by the determination and courage needed to succeed in the face of overwhelming odds.



**Simon Tedeschi**  
one of Australia's most celebrated concert pianists



**Ragnar Purje**  
initiated Advanced Neurological Restructuring and Muscular Enhancement, the therapy used with John Famechon



**Gayle Kennedy**  
award winning author: *Me, Antman and Fleabag*; member of the Wongaiibon Clan of the Ngijaampaa speaking Nation of South West NSW



**John Famechon**  
Australian world champion boxer



**James Valentine**  
broadcaster, musician, writer; Presenter, *Afternoons with James Valentine*, **ABC Radio 702**; former sax player with The Models



**Matthew Johnstone**  
best-selling author of illustrated books: *I Had a Black Dog* and *Living with a Black Dog*; creative consultant to **Black Dog Institute**



**Glenys Famechon**  
John Famechon's wife and carer

"Inspiring, insightful and full of interest for anyone with a love of learning, a desire to help others and a curiosity about what it means to be human."

**Peter Joseph**, Chairman, **Black Dog Institute**

## The mind & body connection

Hear cutting-edge research on chronic pain management and mental health interventions. Experience the power of the mind/body connection through music and movement.



**Professor Lorimer Moseley**  
Professor of Clinical Neurosciences & Chair in Physiotherapy, **University of South Australia**; Senior Research Fellow, **Neuroscience Research Australia**; Author: *Explain Pain* and *Painful Yarns: metaphors & stories to help understand the biology of pain*



**Alexi Lynch**  
Program Manager, **Ambient Orchestras**



**Angel Singmin**  
Creator, **The Future Sound of Yoga**



**Associate Professor Paul Amminger**  
Research Fellow, **Orygen Youth Health**



**John Edgar**  
Program Manager, **Ambient Orchestras**



**Matt Singmin**  
Creator, **The Future Sound of Yoga**

*Mind & Its Potential* brings together a world-class faculty of international researchers, psychologists, practitioners and best-selling authors.

### World-class speakers in science, philosophy, psychology, and education

Inspiring Australian speakers explore how we can tap into the potential of our minds in all areas of life from childhood into older age.



**Professor Ian Hickie**  
Executive Director, Brain & Mind Research Institute,  
**University of Sydney**



**Richard Neville**  
Australia's most controversial futurist, Co-founder and  
Director, **The Neville Freeman Agency**;  
Author: *Footprints of the Future*



**Dr Michael Carr-Gregg**, Adolescent Psychologist,  
Ambassador, **beyondblue** and **National Drugs  
Campaign**; Author: *The Princess Bitchface Syndrome:  
Surviving Adolescent Girls*



**Professor Erica McWilliam**  
Adjunct Professor, ARC Centre of Excellence for  
Creative Industries and Innovation, **Queensland  
University of Technology**



**Professor Ann Sanson**  
Dept of Paediatrics, **University of Melbourne**;  
Principal Scientific Advisor, **The Longitudinal Study  
of Australian Children**; Scientific Guide, The Life Lab,  
*Australia at Five*, **ABC TV**



**Phillip Heath**  
Principal, **Radford College, ACT**



**Dr Suzy Green**  
Registered Psychologist specialising in Clinical &  
Coaching Psychology, **Positive Psychology Institute**



**Dr Anna Halafoff**  
Lecturer, School of Political and Social Inquiry;  
Researcher, UNESCO Chair in Interreligious and  
Intercultural Relations – Asia Pacific, **Monash  
University**

### Plus your favourite media personalities

Providing expert facilitation and comment on conference themes.



**Richard Fidler**  
Presenter, *The Conversation Hour*, **ABC Radio**



**Julie McCrossin**  
MC, Journalist, TV & Radio Presenter



**Richard Aedy**  
Presenter, *Life Matters*, **ABC Radio National**



**Rachael Kohn**  
Presenter, *The Spirit of Things*, **ABC Radio National**



**Catherine Deveny**  
stand-up comedian, author, social commentator,  
broadcaster



**Dr Paul Willis**  
Director of the **Royal Institution of Australia**



**Barry Divola**  
journalist with *Rolling Stone*, *The Sydney Morning  
Herald*, *the (sydney) magazine* and *Who*, and author of  
seven books, including *Nineteen Seventysomething*

“Magnificent and moving.”

**Rosette Rosa, ACH Group**

# Amazing keynotes

Hear from the world's leading speakers in science, education, creativity, psychology, spirituality and more!

**DAY ONE** 09:00

## Outside the box: the neuroscience of creativity

**Baroness Susan Greenfield, UK**

renowned neuroscientist and researcher into creativity and the brain



Discover how the insights of neuroscience into the creative process can help you maximise your potential for innovative thinking.

**DAY TWO** 11:15

## Use your head – innovative learning and thinking techniques to fulfill your potential

**Tony Buzan, UK**

the originator of Mind Mapping and acclaimed author on the brain, learning and thinking skills



Be amazed by the power of Mind Maps to enhance your thinking skills – use your brain to best advantage!

**DAY ONE** 11:00

## How to have a beautiful mind

**Dr Edward de Bono, UK**  
leading creative thinker and best-selling author of *The Use of Lateral Thinking*



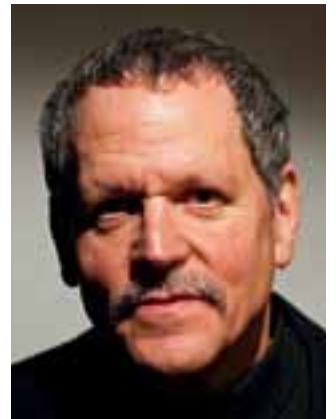
Find out how to give your mind a makeover with creativity, imagination and empathy.

**DAY TWO** 09:00

## You are not your brain

**Dr Jeffrey M Schwartz, USA**

cutting-edge neuroplasticity and OCD researcher and coauthor of the groundbreaking books *Brain Lock* and *The Mind and the Brain*



Make your brain work for you - change bad habits, end unhealthy thinking, and take control of your life.

**DAY ONE** 12:00

## Personal stories: the path to mastery

**Matt Moran**

one of Australia's most celebrated chefs and restaurateurs



Be inspired by the behind-the-scenes story of what it takes to achieve virtuosity in life.

**DAY TWO** 14:00

## We feel, therefore we learn: the neuroscience of social emotion

**Dr Mary Helen Immordino-Yang, USA**

innovative educator and expert on teaching, learning and the brain



Explore the role of emotions in learning and hear the latest research on teaching and learning with the brain in mind.

**8:45** Welcome

**8:50** Welcome to Country

**8:55** Opening remarks from the Chairperson



**Catherine Deveny**, stand-up comedian, author, social commentator and broadcaster

**Your Human Potential**

**9:00** Outside the box: the neuroscience of creativity

- What insights can neuroscience suggest about creativity?
- Is our creativity genetically determined?
- What happens in the brain during the creative process?
- How can we maximise the opportunities for creativity?
- Can we develop creative abilities in ourselves and our children?

**Baroness Susan Greenfield**, Director, **Institute for the Future of the Mind**; Fullerian Professor of Physiology, Honorary Fellow, Senior Research Fellow, Department of Pharmacology, **University of Oxford, UK**; Author: *I.D.: The Quest for Identity in the 21<sup>st</sup> Century*



**9:30** The domain of the mind: the new frontier

- Is the 21<sup>st</sup> century to be the domain of the mind?
- Are we any more creative today than in the past?
- Is neuroscience really bringing about a revolution in our understanding of the mind?
- Will innovation and bright ideas be the currency of the future?
- The role of the mind in an age of wars, climate change, catastrophe and paradigm shifts



**Richard Neville**, Australia's most controversial futurist, Co-founder and Director, **The Neville Freeman Agency**; Author: *Footprints of the Future*

**10:00** The rewards of mental effort - exercising your imagination and creativity

- Why is meeting challenge and difficulty so important in life?
- Are our efforts to create a "threat-free" environment for our kids denying them the opportunity to reach their full potential?
- What does the research say about investing in self-esteem where it is unrelated to actual achievement?
- How important is it to experience the discomfort, doubt and error-making inherent in high challenge thinking?
- Less therapy, more challenge: developing low threat, high challenge classrooms



**Professor Erica McWilliam**, Adjunct Professor, ARC Centre of Excellence for Creative Industries and Innovation, **Queensland University of Technology**

**10:30** Morning coffee

**Your Creative Potential**

**11:00** How to have a beautiful mind

- We give our bodies makeovers – can we do the same for our minds?
- How do emotions and feelings come into thinking?
- Communicating with others – how to agree, disagree, listen and respond
- Parallel thinking – the six hats
- Creativity, imagination and empathy – the keys to a beautiful mind



**Dr Edward de Bono**, leading creative thinker, Founder, **Cognitive Research Trust, UK**; Best-selling Author: *The Use of Lateral Thinking*

**11:30** Panel: is 21<sup>st</sup> century technology affecting the way we think?

- Is technology affecting our creative abilities? For better or worse?
- Are "digital kids" developing the thinking skills they need?
- Does online learning work?
- In the age of google, email and the instant response, do we take the time to think over problems creatively?
- Is losing yourself in a good book a joy of the past?

**Panellists:**



**Baroness Susan Greenfield**, Director, **Institute for the Future of the Mind**; Fullerian Professor of Physiology, Honorary Fellow, Senior Research Fellow, Department of Pharmacology, **University of Oxford, UK**; Author: *I.D.: The Quest for Identity in the 21<sup>st</sup> Century*

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**Richard Neville**, Australia's most controversial futurist, Co-founder and Director, **The Neville Freeman Agency**; Author: *Footprints of the Future*



**Moderator:**  
**Richard Aedy**, Presenter, *Life Matters*, **ABC Radio National**

**12:00** Personal stories: the path to mastery

*Be inspired by two acclaimed and well-loved Australians, one a virtuoso concert pianist, the other a master chef, as they share their stories of the ups and downs of the creative life.*



**Matt Moran**, celebrity chef and restaurateur **Aria**; guest judge *Masterchef*, **Channel 10**

**Simon Tedeschi**, one of Australia's most celebrated concert pianists



**Moderator:**  
**Richard Fidler**, Presenter, *The Conversation Hour*, **ABC Radio**

**12:30** Lunch

**Your Potential For Personal Development**

**14:00** Working with disturbing emotions in everyday life

- What can you learn from challenging circumstances?
- How can you be more in touch with what you're feeling?
- Are all emotions equal? How can you determine if an emotion is "disturbing" or not?
- Transforming yourself from within
- Cultivating compassion, joy and equanimity



**Ven Robina Courtin**, Founder, **Liberation Prison Project, Australia & USA**

**14:30 Positive psychology coaching – optimising your potential**

- Do positive interventions really make a difference? What does the science say?
- What effect can harnessing your strengths have – at work, at home, at school and at play?
- How can you create a positive workplace, team or school?
- Can you be your own life coach?
- Flourishing: practical tips to incorporate positive coaching into your life



**Dr Suzy Green**, Registered Psychologist specialising in Clinical & Coaching Psychology, **Positive Psychology Institute**

**14:50 Personal story: living life with purpose and authenticity**

- What is it like to work in the fast lane – and then to crash and burn?
- What can be learnt from living through adversity?
- How can we learn from depression?
- Is it possible to actively cultivate resilience and hope?
- How to inspire yourself to lead a life of purpose, passion and joy



**Matthew Johnstone**, best-selling author of illustrated books *I Had a Black Dog* and *Living with a Black Dog*, creative consultant to **Black Dog Institute**

**15:10 Afternoon coffee**

**Nurturing Our Children's Potential**

**15:40 Living with teenagers: how to meet the challenges**

- Are teenagers really impossible to live with? Do parents need a manual?
- What's the best way to communicate with and understand the young people in your life?
- How can you effectively tackle thorny issues like sexuality, risky behaviours, laziness, internet use, school and study problems?
- When does normal teenage behaviour become something you really need to worry about?
- Practical tips for everyday survival



**Dr Michael Carr-Gregg**, Adolescent Psychologist, Ambassador, *beyondblue* and **National Drugs Campaign**; Author: *The Princess Bitchface Syndrome: Surviving Adolescent Girls*

**16:00 Growing up in Australia: unlocking the secrets of child development**

- How can you give your child the best chance in life?
- What factors contribute to a child's sense of wellbeing?
- What can the ability to delay gratification or to tell a white lie tell us about a child's cognitive and emotional development?
- Growing Up in Australia: findings from the Longitudinal Study of Australian Children



**Professor Ann Sanson**, Dept of Paediatrics, **University of Melbourne**; Principal Scientific Advisor, **The Longitudinal Study of Australian Children**; Scientific Guide, The Life Lab, *Australia at Five*, **ABC TV**

**16:20 Panel: cultivating your potential throughout life**

- What could reaching your potential look like?
- How can we overcome a tendency to self-sabotage in achieving our goals?
- Do our dreams have to be elusive or can we actually realise them?
- How can we encourage young people to reach their goals?
- How can we develop our potential into older age?

**Panellists:**



**Ven Robina Courtin**, Founder, **Liberation Prison Project, Australia & USA**

**Dr Michael Carr-Gregg**, Adolescent Psychologist, Ambassador, *beyondblue* and **National Drugs Campaign**; Author: *The Princess Bitchface Syndrome: Surviving Adolescent Girls*

**Frederick Marx**, Academy Award nominated filmmaker, **USA**, *Hoop Dreams* and *Journey to Zanskar*

**Dr Anna Halafoff**, Lecturer, School of Political and Social Inquiry; Researcher, UNESCO Chair in Interreligious and Intercultural Relations – Asia Pacific, **Monash University**



**Moderator:**  
**Rachael Kohn**, Presenter, *The Spirit of Things*, **ABC Radio National**

**16:50 Closing session: Ambient Orchestras – the power of music**

*The challenge is on to create a conference theme song! Ambient Orchestras galvanises people through the power and allure of ensemble music performance. Sweeping soundscapes, choral singing, plaintive banjo plucking and rocking guitar create an unforgettably uplifting and unifying experience.*



**Alexi Lynch and John Edgar**, Program Managers, **Ambient Orchestras**

**17:20 Close Day One**

**19:00 Fundraising film screening - Journey From Zanskar:**

Proceeds go towards construction of a school in Zanskar, India  
**Venue: Chauvel Cinema, Paddington Town Hall, Cnr Oxford St & Oatley Rd, Paddington**  
**Screening: Wine and nibbles at 7pm, screening at 7.30pm followed by Q&A with the filmmaker, Frederick Marx**  
*One of the greatest gifts a child can receive is an education. Network with fellow delegates over wine and nibbles, and support the construction of a new school that will offer the children of Zanskar the best possible opportunity to reach their full potential.*

**Venues**

**Pre-conference workshop and 2 day conference 6-8 November: Sydney Convention & Exhibition Centre**



With its prime Sydney waterfront location and world-class facilities, the Sydney Convention & Exhibition Centre is Australia's largest and most successful venue. Only a five minute walk from the city centre, Darling Harbour is easily reached by water taxi, light rail, monorail, coach or car and boasts parking for more than 5000 vehicles as well as a public marina.

**Post-conference workshops 9 November: SMC Conference & Function Centre**



If you are attending the post conference workshops, please note the change of venue. The SMC Conference & Function Centre building entrance is located at 66 Goulburn Street. The Centre is a short stroll from both Museum and Central Stations. Parking can be found at the Wilson Parking Station diagonally opposite the building or at the nearby World Square Shopping Centre carpark.

**8:55 Opening remarks from the Chairperson**



**Dr Michael Carr-Gregg**, Adolescent Psychologist, Ambassador, *beyondblue* and **National Drugs Campaign**; Author: *The Princess Bitchface Syndrome: Surviving Adolescent Girls*

**Change Your Mind: Change Your Brain**

**9:00 You are not your brain**

- How does the brain work? What happens in an overactive brain circuit?
- Why do we so often feel besieged by bad brain wiring?
- Is it possible to free ourselves from destructive thoughts and actions and to change bad habits for good?
- How to identify and work with negative brain impulses
- Making your brain work for you – the 4-Step solution for changing bad habits, ending unhealthy thinking, and taking control of your life



**Dr Jeffrey M Schwartz**, leading neuroplasticity researcher and coauthor of the just released *You Are Not Your Brain* and the groundbreaking books *Brain Lock* and *The Mind and the Brain*; Department of Psychiatry, **UCLA School of Medicine, USA**

**9:30 The view from within the mind studied from without**

- What are the effects of meditation practice on attention, emotion regulation, and physiology?
- Does meditation practice always lead to focused attention, emotional balance, compassion and prosocial behaviors, as expected?
- What do people actually “do” when they meditate, given the instructions they receive?
- What happens in people’s lives because they have meditated, given their beliefs about what could or should happen?
- How can we study first-person experience with as much detail and veracity as researchers typically apply to third-person measures of physiology and behavior?



**Dr Baljinder Sahdra**, a social psychologist conducting postdoctoral research at the Department of Psychology, Center for Mind and Brain, **University of California, Davis, USA**

**9:55 Body in mind: the role of the brain in chronic pain**

- What role does the brain play in chronic and complex pain?
- How does the brain change when pain persists?
- Can you influence the amount of pain you feel?
- Why does someone who has lost a limb still feel pain? Can the pain be treated?
- What are the broader implications of the research in developing better treatments for people in pain?

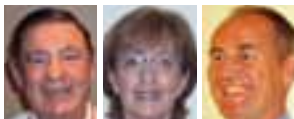
**Professor Lorimer Moseley**, Professor of Clinical Neurosciences & Chair in Physiotherapy, **University of South Australia**; Senior Research Fellow, **Neuroscience Research Australia**; Author: *Explain Pain and Painful Yarns: metaphors & stories to help understand the biology of pain*



**10:15 Personal stories: what happens when something goes wrong with the brain?**

*Be uplifted by an amazing story of courage and determination as champion boxer John Famechon talks about his recovery from a tragic accident that left him with an acquired brain injury and unable to walk or talk.*

**Panellists:**



**John Famechon**, Australian world champion boxer

**Glensy Famechon**, John Famechon’s wife and carer  
**Ragnar Purje**, initiated Advanced Neurological Restructuring and Muscular Enhancement, the therapy used with John Famechon



**Moderator: Julie McCrossin**, MC, Journalist, TV & Radio Presenter

**10:45 Morning coffee**

**Your Potential To Think**

**11:15 Use your head – innovative learning and thinking techniques to fulfill your potential**

- How can you use your brain to best advantage?
- What can you do to enhance memory both during and after learning?
- Creativity – why does it appear, like memory, to naturally decline with age?
- The power of Mind Maps to enhance your thinking skills
- Revolutions of the mind: the agricultural and industrial ages have passed – what age are we in now?



**Tony Buzan, UK**, the world’s leading author on the brain, learning and thinking skills, Mind Map originator, International Best-selling Author: *Use Your Head* and *The Mind Map Book*

**11:45 Panel: the power of the mind**

- How much do we know about the potential of the mind?
- Are there limits to what our minds can do?
- Do “mind training” strategies work over the long term?
- Is pain control a case of mind over matter?
- Can anyone learn to harness the power of their mind?

**Panellists:**



**Dr Jeffrey M Schwartz**, leading neuroplasticity researcher and coauthor of the just released *You Are Not Your Brain* and the groundbreaking books *Brain Lock* and *The Mind and the Brain*; Department of Psychiatry, **UCLA School of Medicine, USA**

**Professor Lorimer Moseley**, Professor of Clinical Neurosciences & Chair in Physiotherapy, **University of South Australia**; Senior Research Fellow, **Neuroscience Research Australia**; Author: *Explain Pain and Painful Yarns: metaphors & stories to help understand the biology of pain*

**Dr Baljinder Sahdra**, a social psychologist conducting postdoctoral research at the Department of Psychology, Center for Mind and Brain, **University of California, Davis, USA**

**Tony Buzan, UK**, the world’s leading author on the brain, learning and thinking skills, Mind Map originator, International Best-selling Author: *Use Your Head* and *The Mind Map Book*



**Moderator: Dr Paul Willis**, Director of the **Royal Institution of Australia**

**12:15 Corporate-Based Mindfulness Training (CBMT) for busy people**

- How can you improve your focus, concentration and productivity at work?
- What does the science say about mindfulness training?
- How can you be more proactive and less reactive in challenging situations?
- Being mindful when working, emailing, in meetings and more

- Does the training have an impact beyond the workplace?



**Rasmus Hougaard**, Director and Senior Trainer, **The Potential Project, Denmark**

12:40 Lunch

Your Potential To Learn

**14:00 We feel, therefore we learn: the neuroscience of social emotion**

- What is emotion, and why do we have it?
- Teaching and learning with the brain in mind
- How do our feelings impact on learning?
- The importance of healthy emotional processing in making use of knowledge
- What are the implications for child and adult development and for schools?



**Dr Mary Helen Immordino-Yang**, Assistant Professor of Education, Rossier School of Education; Assistant Professor of Psychology, Brain and Creativity Institute, **University of Southern California, USA**

**14:30 Nurturing our students' full potential**

- Do our schools have a greater purpose than simply preparing students for college and university?
- How can we encourage students to set and achieve challenging personal goals?
- How can we prepare young people to meet the challenges of the future with confidence and compassion?
- Empowering young people to become committed global citizens



**Phillip Heath**, Principal, **Radford College, ACT**

**14:50 Seven steps to knowledge, strength and compassion**

- How can you cultivate your innate positive qualities?
- Can very young children be taught to understand and moderate their emotions?
- What is the science behind the "Seven Steps" curriculum?
- Using mindfulness, interconnection, change, perception, empathy and compassion in the classroom
- Empowering children to be kind and wise and to make a positive difference in the world



**Pam Cayton**, Founder, **Tara Redwood School, Santa Cruz, California, USA**

**15:15 Personal story: learning from life**

*An inspiring story of the importance of family and humour in dealing with some of the challenges of life. Indigenous writer Gayle Kennedy contracted polio as a child and is now the award winning author of stories laced with an irreverent sense of black humour.*



**Gayle Kennedy**, award winning author, *Me, Antman and Fleabag*; member of the Wongaiibon Clan of the Ngiyaampaa speaking Nation of South West NSW

15:35 Afternoon coffee

Your Potential To Feel Good

**16:05 Your brain and your wellbeing**

- What parts of the brain allow us to control our emotions?

- Are we able to improve our emotional self-control?
- What effect do sleep patterns have on our ability to control excessive behaviours?
- What effect does exercise have on our mental well-being?
- How we can change our brains for greater well-being



**Professor Ian Hickie**, Executive Director, Brain & Mind Research Institute, **University of Sydney**

**16:25 Food for your brain**

- What benefits can fish oil have for our mental health?
- What does the research show about the use of fish oil as an intervention in psychotic disorders?
- Is there any evidence that other foods help the brain?
- Innovative mental health interventions for young people



**Associate Professor Paul Amminger**, Research Fellow, **Orygen Youth Health**

**16:45 Personal stories: how finding your passion can change your life**

*Be inspired to find your passion! Hear from a well-known Australian broadcaster, musician, and writer on the fulfilment that comes from doing what you love.*



**James Valentine**, broadcaster, musician, writer; Presenter, *Afternoons with James Valentine*, **ABC Radio 702**, former sax player with The Models

**Moderator:**



**Barry Divola**, journalist with *Rolling Stone*, *The Sydney Morning Herald*, *the (sydney) magazine* and *Who*, and author of seven books, including *Nineteen Seventysomething*

**17:15 The Future Sound of Yoga**

*The Future Sound of Yoga is a sensory experience involving music and movement. The movements are a combination of traditional yoga poses and freemove dance.*



**Angel and Matt Singmin**, Creators, **The Future Sound of Yoga**

**17:30 Close Day Two**

**Premium Seating**



Enhance your conference experience by taking up the Platinum Seating option. Enjoy guaranteed premium seating in an exclusive area close to the stage during the two conference days.

**The conference will be sold out** with over 1,000

delegates. With Platinum Seating you will enjoy the best sight lines and a more intimate view of our special guests on stage. This option can be added to any conference package. Please see the booking form for details.



## Masterclass

**Unleash your creative potential****Your workshop leader****Dr Edward de Bono**

leading creative thinker, Founder,  
**Cognitive Research Trust, UK;**  
Best-selling Author: *The Use of Lateral Thinking*

**Dr Edward de Bono** is regarded by many as the leading authority in the field of creative thinking, innovation and the direct teaching of thinking as a skill. He is equally renowned for his development of the Six Thinking Hats® technique and the Direct Attention Thinking Tools™ (D.A.T.T.™) framework. Edward de Bono is the originator of the concept - and formal tools - of Lateral Thinking, which has now entered the vernacular and enjoys an entry in the Oxford Dictionary. Dr. de Bono has written 70 books with translations into 40 languages and has been invited to lecture in 58 countries.

"I believe Dr. de Bono's work in teaching people to think may be the most important thing happening in the world today."

**George Gallup**

"If you haven't heard of Edward de Bono or of Lateral Thinking, perhaps you have been too busy thinking in conventional ways."

**Forbes Magazine**

**What You'll Learn**

Would you like to tap into your vast resources of creative potential? Would you like to explore new and better ways of thinking and extend your repertoire of thinking skills and strategies?

Creative Thinking is a valuable resource, which is becoming ever-increasingly important if we are to meet the challenges and opportunities presented by our fast-changing world. This Masterclass in Creativity provides a rare opportunity to learn practical strategies from Edward de Bono, the master of creative thinking himself, tools which will be invaluable in your professional, social, academic and personal life.

In this fascinating Masterclass, Dr de Bono will present powerful and simple techniques to enhance your thinking skills, techniques which can be learned easily by anyone and used in a deliberate manner. The Masterclass will be useful to all those who are interested in improving and expanding their potential for innovative, conceptual, critical and creative thinking.

**CONFERENCE ACTIVITIES****Meet the Authors**

Meet best-selling authors such as Edward de Bono, Tony Buzan, Jeffrey Schwartz and more! Book signings will take place in the Parkside Ballroom foyer area during breaks and at the end of each day of the conference. Enjoy the morning and afternoon tea, coffee and snacks and take the time to:



- Browse the Bookshop stocked with hundreds of titles on psychology, mind science and philosophy;
- Meet best-selling authors at book signings; and
- Collect information and magazines at the Media Centre

**Fundraising Film Screening:  
Journey From Zanskar**

**Monday 7 November at 7pm, Chauvel Cinema, Paddington Town Hall, Cnr Oxford St & Oatley Rd, Paddington**

**Proceeds** go towards construction of a school in Zanskar, India

**Wine and nibbles at 7pm, film screening at 7.30pm followed by a Q&A with the filmmaker, Frederick Marx**



One of the greatest gifts a child can receive is an education. Be inspired by two monks who, at the request of the Dalai Lama, bring 17 poor children from Zanskar in remote northwest India through the Himalayas to seek an education... on foot, on horseback, by jeep and bus...doing whatever it takes. This is the story of their incredible journey. Network with fellow delegates over wine and nibbles and support the construction of a new school that will offer the children of Zanskar the best possible opportunity to reach their full potential.

**Separately bookable - friends and partners are welcome.**

*If you are attending the post conference workshops, please note the change*

**MORNING WORKSHOPS 09:00 - 12:00**

**WORKSHOP 1**

09:00 - 12:00

**The art & science of teaching & learning**



**Your workshop leader**

**Dr Mary Helen Immordino-Yang**  
Assistant Professor of Education, Rossier School of Education; Assistant Professor of Psychology, Brain and Creativity Institute, **University of Southern California, USA**

Learn to apply neuroscience and cognitive science findings to the classroom in order to improve teaching and learning. Hear research on brain, cognitive and emotional development as dynamically intertwined processes.

Topics presented will include:

- the functional organisation of the brain at a microscopic and at a macro level
- the nature of learning and memory and their ties to emotion
- the role of educational, cultural and other experience in shaping the brain and learning
- development of the biological substrate for social behaviour and morality
- relationships between cognition and emotion, and,
- an overview of the various research methods used by neuroscientists

The session will conclude with a discussion of the relationship between education and neuroscience, promising directions for applying neuroscience in the classroom, and the role of educators in shaping the future of cognitive neuroscience.

**WORKSHOP 2**

09:00 - 12:00

**Unravelling our negative emotions**



**Your workshop leader**

**Ven Robina Courtin**  
Founder, **Liberation Prison Project, Australia & USA**

In our contemporary understanding of the human mind, we give equal status to the positive and negative emotions, such as anger, kindness, love, jealousy, self-hate and the rest. We assume that we're all born this way, that this is what we're stuck with. We do our best to keep the disturbing emotions under control, but not with much conviction; and even though we can see that they cause us and others so much distress, we defend our right to have them. According to Buddha's model of the mind, however, the positive emotions are at the core of our being, are what actually define us. The disturbing emotions, he says, are like pollution, additives: they simply don't belong.

This empowering and radical approach to understanding our human experience is the basis of Buddhist practice. Through the use of Buddha's skillful psychological technique called "meditation" we are able to unravel the complexity of our own emotions and gradually develop our innate potential for kindness, empathy, joy and other virtuous mind states.

**WORKSHOP 3**

09:00 - 12:00

**Corporate based mindfulness training**



**Your workshop leader**

**Rasmus Hougaard**  
Director and Senior Trainer, **The Potential Project, Denmark**

Mindfulness training is a tool that allows us to use our full mental potential through training our focus and patterns of thinking. More than 2500 scientific research projects internationally have proven the mental and physiological benefits of the method. Key benefits include increased focus and concentration, greater effectiveness, and a highly increased ability to prevent stress and cultivate peace of mind in the midst of a busy work life.

The workshop will include sessions on:

- **Why spend time on mindfulness?** Analysing the nature of a busy work life
- **What is mindfulness training?** Presentation of the A-B-C-D model of mindfulness training
- **How your brain works.** Introduction to neuroplasticity and the incredible potential of your brain
- **Exercise: Training of mindfulness**
- **The scientific research on mindfulness training.** Introduction to the scientifically proven effects of mindfulness on our body and mind
- **How to implement mindfulness training in daily work life activities.** Introduction to Corporate-Based Mindfulness Training (CBMT)

**WORKSHOP 4**

09:00 - 12:00

**Identifying the teenager at risk**



**Your workshop leader**

**Dr Michael Carr-Gregg**  
Adolescent Psychologist, Ambassador, **beyondblue** and **National Drugs Campaign**; Author: *The Princess Bitchface Syndrome: Surviving Adolescent Girls*

It is a fact that 75% of all psychological problems occur in people under the age of 25. The latest research suggests that one in four young people under the age of 18 will have a depressive illness in 2011. Perhaps a similar proportion experience psychological distress at a sub-clinical level. Furthermore one student in every Year 12 class has tried to attempt suicide, yet only 30% will seek help. This half day workshop explores four simple paradigms to assess any young person. Run by one of Australia's most experienced adolescent psychologists, the workshop includes a quick quiz, demonstration and case studies.

of venue. The workshops on 9 November will be held at the SMC Conference & Function Centre located at 66 Goulburn Street, Sydney.

AFTERNOON WORKSHOPS 14:00 - 17:00 with a half hour break

WORKSHOP 5 14:00 - 17:00

**Mining your infinite potential: the Mind Map as the ultimate mining tool!**



**Your workshop leader**  
**Tony Buzan**  
**UK**, the world's leading author on the brain, learning and thinking skills, Mind Map originator, International Best-selling Author: *Use Your Head* and *The Mind Map Book*

Did you know the number of ideas it is possible for your brain to create is greater than the number of atoms in the known universe? Creativity is not just painting a picture or playing an instrument - it can be part of every decision you take! Mind Mapping, described as the ultimate creative thinking tool, will open your eyes to new universes of possibility.

In this captivating, hands-on, and minds-on session, Tony Buzan, the originator and father of Mind Maps, will guide you through state-of-the-art Mind Mapping practice. You will learn how to apply Mind Maps to all your thinking and cognitive skills, especially creativity, memory, learning, problem solving, and communication of all thoughts. Prepare to be mesmerised by Tony, your Mind Maps and yourself!

WORKSHOP 6 14:00 - 17:00

**You are not your brain: a workshop on the Four Step method**



**Your workshop leader**  
**Dr Jeffrey M Schwartz**  
leading neuroplasticity researcher and coauthor of the just released *You Are Not Your Brain* and the groundbreaking books *Brain Lock* and *The Mind and the Brain*; Department of Psychiatry, **UCLA School of Medicine, USA**

The brain can exert a powerful grip on one's life – but only if you let it. The good news is that you can overcome the brain's control, and rewire your brain to work for you, by learning to debunk the myths it has been so successfully selling you, and choosing to act in healthy, adaptive ways.

How can you achieve this? With the Four Step method that teaches simple skills you can use and practice every day to achieve a lasting change in perspective, courtesy of your intelligent, caring inner guide, The Wise Advocate. This friend will help you counteract deceptive brain messages and act in concert with your own goals and values. You will finally see who you really are – not who your brain has been telling you that you are – and put your true self in the driver's seat for the rest of your life.

WORKSHOP 7 14:00 - 17:00

**Creating compassionate cultures**



**Your workshop leader**  
**Pam Cayton**  
Founder, **Tara Redwood School**, Santa Cruz, California, **USA**

Explore this secular approach for awakening and nurturing a wiser and more compassionate, attitude in children, youth and families. Inspired by Tibetan Buddhist teacher, Lama Thubten Yeshe, the methodology was developed over 20 years in a small school, founded by Pam Cayton, in Santa Cruz, California. The program has been designed to meet the needs of our modern world and offers a blend of ancient wisdom, modern science and psychology.

Emphasising mindful intention, interconnection, change, perception, transformation, empathy and compassion, participants will explore the Seven Steps, beginning with the question, "What do I really want?" and concluding with an inquiry of "Putting Compassion into Action". The workshop will be interactive and incorporate reflection, discussions and hands on activities. Participants will leave with ideas and tools for integrating into school, home or the workplace.

WORKSHOP 8 14:00 - 17:00

**Putting strengths to work**



**Your workshop leader**  
**Dr Suzy Green**  
Registered Psychologist specialising in Clinical & Coaching Psychology, **Positive Psychology Institute**

There are a growing number of organisations globally looking to harness strengths. However research suggests that only around one-third of people have any meaningful understanding of what their strengths are. This workshop will provide an overview of the Strengths Movement from a Positive Psychology Perspective, specifically in regard to workplace applications. This will include an opportunity to review the VIA, a scientific, reliable assessment of Character Strengths, and to be introduced to the newer Strengths Assessment tool, Realise2, a leading edge, online strengths assessment and development tool. Recent scientific research has shown that Strengths use leads to less stress and greater vitality over longitudinal assessment periods.

**Benefits to You**

- Understand what you are good at and love to do
- Find out where you have the most room for personal development
- Understand areas where you are prone to burnout

**Benefits to Business**

- Increased performance
- Increased quality of service and customer satisfaction
- Increased team motivation
- Increased staff retention



# ***Rivetting!***

James Morrison  
*Mind & Its Potential 2010*

# It's quicker and easier to book and pay online

Go to [www.mindanditspotential.com.au](http://www.mindanditspotential.com.au) and click on "Register"

## How to book your ticket

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### Offline

Complete this form and fax it back to +61 2 9798 9413 or call +61 2 8719 5118 and we'll take your booking over the phone.

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Why not send your team and save more.  
Send 3 delegates and save 10%  
Send 6 delegates and save 20%  
Send 8 delegates and save 25%  
Call +61 2 8719 5118 to get this great offer – only one discount applies.

### Venue

6-8 November: Pre conference workshop and conference, Sydney Convention & Exhibition Centre, Darling Harbour, Sydney  
Website: [www.sceec.com.au](http://www.sceec.com.au)  
9 November: Post conference workshops  
SMC Conference & Function Centre, 66 Goulburn St, Sydney  
Website: [www.smfc.com.au](http://www.smfc.com.au)

## Register now

Package (AUD\$)*	Dates	By 29 July 11	By 23 Sept 11	After 23 Sept 11
2 day Conference	7 - 8 Nov 11	\$895	\$995	\$1,095
Pre conference workshop	6 Nov 11	\$445	\$495	\$545
Post conference morning workshops Please choose from <input type="checkbox"/> 1 or <input type="checkbox"/> 2 or <input type="checkbox"/> 3 or <input type="checkbox"/> 4	9 Nov 11	\$225	\$245	\$265
Post conference afternoon workshops Please choose from <input type="checkbox"/> 5 or <input type="checkbox"/> 6 or <input type="checkbox"/> 7 or <input type="checkbox"/> 8	9 Nov 11	\$225	\$245	\$245
<b>Gold pass</b> - includes 2 day Conference Pass, 1 Pre Conference workshop, please choose <input type="checkbox"/> A or <input type="checkbox"/> B and 2 Post Conference workshops AM: Please choose from <input type="checkbox"/> 1 or <input type="checkbox"/> 2 or <input type="checkbox"/> 3 or <input type="checkbox"/> 4 PM: Please choose from <input type="checkbox"/> 5 or <input type="checkbox"/> 6 or <input type="checkbox"/> 7 or <input type="checkbox"/> 8	6 - 9 Nov 11	\$1,525	\$1,685	\$1,845
Premium Platinum Seating (add to 2 day conference or Gold pass price)		Add \$200	Add \$200	Add \$200
Fundraising Film Screening	7 Nov 11	\$65	\$65	\$65

\* The registration fee includes refreshments and full conference documentation. The fee does not include lunch on either day or hotel accommodation.

## Your details

Delegate name ..... Job title .....

Organisation (if applicable).....

Address ..... City .....

Post code..... State.....

Tel ..... Fax .....

Email.....

\* Please photocopy registration form if more than one person.

## Payment details

Payment is required WITH registration. Your receipt will be sent to you once payment had been received. Your conference ticket/badge will be posted a few weeks before the conference.

Bank transfer  Crossed cheque payable to Vajrayana Institute Inc.  Visa  Mastercard

Card number     -     -     -

Card holder's name .....

Expiry date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Security code    Card holder's signature.....

**Bank transfers:** Account name: Vajrayana Institute, ABN: 83 065 481 424, Bank Name: CBA, BSB Code: 062 257, Account Number: 1017 1952 **Reference: Please quote delegates name. Mail cheque payments to:** PO Box 352 Summer Hill NSW 2130.

## Accommodation package

**Accor Hotels** is offering a special accommodation rate for conference delegates for two hotels in Darling Harbour - **Hotel Ibis** and **Novotel** - both within minutes of the conference venue. **Call for Reservations on 02 9934 0000.** To obtain the special rate, please mention that you are attending the Mind & Its Potential Conference or use the reference **MIP071111**.

## Your voucher code

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Vajrayana Institute;  or reputable third parties.

## Cancellation policy

- Should you be unable to attend, a substitute delegate is welcome at no extra charge.
- Should you wish to cancel completely a charge of 50% of the registration fee will be made for cancellations received in writing at least 30 days prior to the conference start date.
- Alternatively, you may choose a credit note for the full value of the registration price (valid for 1 year), which may be put towards another VI Conferences event.
- We regret that no cancellations will be accepted within 30 days of the conference start date. Prepayments will not be refunded and invoiced sums will be payable in full, except in cases where it has been possible to mitigate loss.
- Course documentation will, however be made available to the delegate. VI Conferences reserves the right to alter the programme without notice.

Payment is required with registration.

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